



Next Generation Hoosier Educators Scholarship

Campaign Wrap-Up and Next Steps

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Marketing

Campaign Details

- **Platforms:**
 - Radio
 - Television
 - Facebook and Instagram
 - Paid search
 - Google display
- **Timeline:** October 3 – December 31



Radio and TV

- **Indiana Broadcasters Association**
 - Offers Public Education Program partnerships.
 - Ensured spots were played on all member stations across the state (at a significant cost savings).
- **Radio:** Aired **8,234** total spots on **174** stations.
- **TV:** Aired **1,412** total spots on **19** stations.



Digital Terms

- **Impression:** Number of times an ad has been served, regardless of whether the user has actually seen or interacted with the ad in any way.
- **Click:** Action taken when a user interacts with an ad.
- **Click-through Rate (CTR):** How often people who are served an ad end up clicking on it.
- **Cost per Click (CPC):** How much an advertiser pays, on average, for each ad click.



Facebook and Instagram

- **Campaign Insights**

- 13.08 million impressions
- 36,700 clicks
- **CTR of .28%** (National average is .171%)
- **CPC was \$1.12**
- CTR on Facebook is higher than Instagram, making Facebook's CPC less expensive.
 - Larger percentage of the budget was utilized on Facebook for this reason.



Paid Search

- **Campaign Insights**
 - **120,200** impressions
 - **5,740** clicks
 - CTR of **4.78%** (Education industry average is **2.2%**)
 - CPC was **\$1.91** (Education industry average is **\$1.74**)



Google Display

- **Campaign Insights**
 - **6.44 million** impressions
 - **12,910** clicks
 - CTR of **.20%** (National average is **.14%**)
 - CPC was **\$1.14**
 - Individuals who showed purchase intent for **post-secondary education** and **test prep/tutoring** produced the most impressions and clicks.



Applications

Applications

- **Results of Marketing/Outreach**
 - **642 applicants**
- **By the Numbers:**
 - 274 high schools
 - 85 of 92 counties
 - 63% HS seniors (404); 36% college (233); 1% not enrolled (5)
 - 82% Female (528); 18% Male (114)
 - 92% White (592); 8% URM (50)



Finalist Selection Process

Finalist Selection Process

- All applications were reviewed by at least 3 staff members
- Applications were scored based on:
 - Academics
 - High School & Community Involvement
 - Awards & Honors
 - Writing Sample



Finalists' Profile

- **Interview Offers sent Jan. 31, 2017:**
 - **406 Finalists (63%)**
- **By the Numbers:**
 - 222 high schools
 - 82 of 92 counties
 - 65% HS seniors (264); 35% college (141); <1% not enrolled (1)
 - 81% Female (328); 19% Male (78)
 - 93% White (377); 7% URM (29)



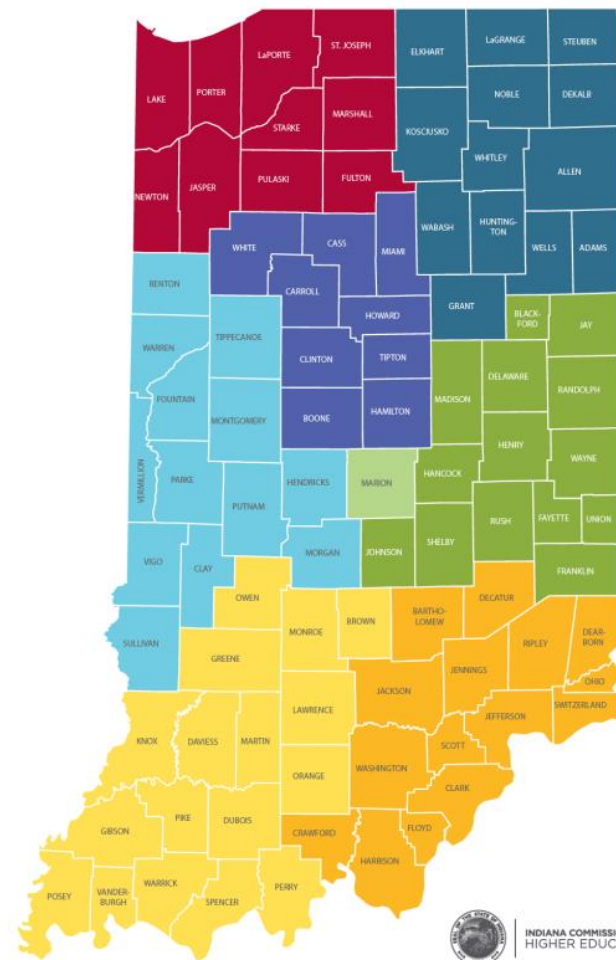
Finalists' Academic Profile

- **ACT**
 - Top 20% Composite Score: 26
 - Finalists' Average Composite Score: **29** (Top 9%)
- **New SAT**
 - Top 20% Total Score: 1190
 - Finalists' Average Total Score: **1280** (Top 11%)
- **Old SAT**
 - Top 20% Combined CR & Math Scores: 1220 or 1230
 - Finalists' Average Combined CR & Math: **1330** (Top 3%)
- **Class Rank**
 - Finalists' Average Rank: **8.56%**



Finalists' Profile

- Interview Offers by CHE Outreach Region:
 - Central: **33** (60%)
 - East: **72** (67%)
 - North Central: **46** (67%)
 - Northeast: **74** (58%)
 - Northwest: **40** (58%)
 - Southeast: **43** (70%)
 - Southwest: **51** (66%)
 - West: **47** (62%)



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Interviews

Interview Dates & Locations

- **March 11**
 - **Central:** Warren Central HS (Indianapolis)
- **March 18**
 - **Northeast:** Columbia City HS (Columbia City)
 - **Southeast:** Ivy Tech Madison (Madison)
 - **West:** Rockville HS (Rockville)



Interview Dates & Locations

- **March 25**
 - **East:** Richmond HS (Richmond)
 - **North Central:** Kokomo HS (Kokomo)
 - **North West:** Knox Community HS (Knox)
 - **Southwest:** Northeast Dubois HS (Dubois)



Next Steps

Next Steps

- **April 1**
 - Goal for Commission to notify scholarship recipients (*no later than April 15*)
- **June 30**
 - Recipients have to accept and complete promissory note
- **Summer 2017 (TBD)**
 - Orientation Day held in Indianapolis



Questions?



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